

# About Customer Match

Starting on May 1, 2023, similar audiences (or segments) will be gradually phased out as a targeting feature. [Learn more about this latest change to audience targeting](#)

To provide a comprehensive and consolidated view of your Audiences and make audience management and optimization simpler, you'll find the following improvements in Google Ads:

- **New audience reporting**

Detailed reporting about audience demographics, segments, and exclusions is now consolidated in one place, the "Audiences" tab within the left page navigation menu. You can also easily manage your Audiences from this report page. [Learn more about Audience reporting](#)

- **New terms**

We're using new terms on your audience report and throughout Google Ads. For example, "audience types" (these include similar, custom, in-market, and affinity) are now referred to as audience segments and "remarketing" is now referred to as "your data". [Learn more about the updates to Audience terms and phrases](#)

Customer Match lets you use your online and offline data to reach and re-engage with your customers across Search, the Shopping tab, Gmail, YouTube, and Display. Using information that your customers have shared with you, Customer Match will target ads to those customers and other customers like them.

As [Apple's App Tracking Transparency \(ATT\) policies](#) go into effect, [your data segments](#) (especially [website](#), [app](#) and [automatically created](#) segments) and [Customer Match segments](#) may be impacted on iOS 14 traffic (including the use of these segments for exclusions). Campaigns promoting web-based conversion goals - particularly those using Customer Match and your other data segments - may also see performance fluctuations. During this time we will be expanding [modeled conversions](#) to more iOS 14 traffic.

Customer Match is a useful advertising tool for many business goals, from increasing brand awareness to driving conversions. Here are a few examples of different audiences you can target with Customer Match:

- On the Search Network and the Shopping tab, you can optimize your campaigns by adjusting your bid based on what you know about your customers' activities.
- On Gmail, you can reach your customers or new potential customers with similar interests using personalized ads at the top of their inbox tabs.
- On YouTube, you can reach new segments, by targeting segments similar to your most valuable customers.
- On Display, you can reach your customers or new potential customers with similar interests using personalized ads on the Google Display Network.

This article explains how Customer Match works. You can also read more in [Your guide to Customer Match](#).

## Before you begin

If you're ready to upload your Customer Match data, learn how to [create a customer list](#).

[Learn more about the customer matching process](#)

## How it works

Let's say you want to advertise a new loyalty program to your existing customers with Google ads. Here's how it works:

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You create and upload a <a href="#">customer list</a> data file of contact information your customers have given you. <a href="#">Use this template</a> and <a href="#">check this article</a> for formatting instructions.	You create or update a campaign to target your Customer Match segment — customers from your uploaded data file who are Google users.	When those users are signed in to their Google account, they come across your ads when they use the Search Network, YouTube, and Gmail or when they browse on the Google Display Network.

For more information about how Google uses the data files you upload for Customer Match and how the matching process works, read [How Google uses Customer Match data](#).

Customer Match is currently available on Search, the Shopping tab, YouTube, Gmail, and Display.

### User choice and control

Google users can control the ads they see on Google services, including Customer Match ads, in their [Google Ads Settings](#) .

#### Having issues related to your Customer Match lists?

Contact us

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### Related Links

- [How Google uses Customer Match data](#)
- [Create a customer list](#)
- [Customer Match policy](#)
- [Your guide to Customer Match](#)
- [Customer Match audience \(Display & Video 360\)](#)

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